

What is claimed is:

1. A method of enhancing existing media content comprising:
 - a) generating and storing an enhancement registry for a media selection, said enhancement registry including at least time data associated with said media selection and at least one communicative link to additional materials;
 - b) associating a media storage medium containing said media selection with a corresponding media player;
 - c) identifying the media selection;
 - d) playing the media selection;
 - e) receiving a user input;
 - f) identifying at least a time marker of said media selection at a time that corresponds receipt of said user input; and
 - g) correlating said time marker with said time data of said enhancement registry and activating said communicative link in response thereto.
2. The method of claim 1 further comprising: generating and storing said enhancement registry including a plurality of said communicative links associated with different stages of said media selection as referenced by said time data.
3. The method of claim 2 wherein said communicative link which corresponds said stage of said media selection as referenced by said time data is activated in response to said user input.
4. The method of claim 1 wherein said enhancement registry is

generated and stored for a video media selection and further includes frame location data associated with a specific location on at least one frame of said media selection.

5. The method of claim 4 further comprising identifying a location marker of said media selection that corresponds said user input, and correlating said location marker with said frame location data of said enhancement registry so as to correspondingly activate said communicative link.

6. The method of claim 1 wherein activation of said communicative link further comprises retrieving said additional materials from a local storage medium.

7. The method of claim 1 wherein activation of said communicative link further comprises retrieving said additional materials from said media storage medium.

8. The method of claim 1 wherein activation of said communicative link further comprises retrieving said additional materials from a remote storage medium.

9. The method of claim 1 further comprising storing said enhancement registry for said media selection on a local storage medium.

10. The method of claim 1 further comprising storing said enhancement registry for said media selection on said media storage medium containing said media selection.

11. The method of claim 1 further comprising storing said

enhancement registry for said media selection on a remote storage medium.

12. The method of claim 1 further comprising establishing a communicative link between said media player and a remote server.

13. A media enhancement system comprising:

a) a media player structured to deliver a media selection to a user;

b) an enhancement registry associated with said media selection, said enhancement registry including at least time data associated with said media selection and a communicative link to additional materials;

c) a user interface operatively associated with said media player and structured to receive a user input at least during delivery of said media selection by said media player;

d) said media player structured to identify a corresponding time marker of said media selection at least at a time that corresponds receipt of said user input; and

e) an activation assembly structured to access said enhancement registry and to correspondingly activate said communicative link for delivery of said additional materials to the user.

14. The media enhancement system recited in claim 13 wherein said enhancement registry is separate from said media

selection.

15. The media enhancement system recited in claim 13 further comprising a communication assembly structured to establish a communicative link between said media player and a remote network.

16. The media enhancement system recited in claim 15 wherein said additional materials accessible utilizing said communicative link are accessible from said remote network.

17. The media enhancement system recited in claim 15 wherein said enhancement registry is stored remotely from said media player.

18. The media enhancement system recited in claim 17 wherein said enhancement registry is communicated to said media player, said media player including said activation assembly.

19. The media enhancement system recited in claim 17 wherein said media player communicates said time marker that corresponds receipt of said user input to a remote server, said remote server including said activation assembly.

20. The media enhancement system recited in claim 19 wherein said communicative link is maintained by said media player.

21. The media enhancement system recited in claim 19 wherein said communicative link is maintained on said media storage medium.

22. The media enhancement system recited in claim 19 wherein

said communicative link is maintained by said remote server.

23. The media enhancement system recited in claim 19 wherein said communicative link includes a web address structured to be accessed by said media player so as to access said additional materials.

24. The media enhancement system recited in claim 13 wherein said additional materials accessible utilizing said communicative link are structured to be selectively delivered as determined by the user.

25. The media enhancement system recited in claim 13 wherein said additional materials accessible utilizing said communicative link are structured to be delivered in response to said user input.

26. The media enhancement system recited in claim 13 wherein said enhancement registry corresponding said media selection is structured to be communicated to said media player and at least temporarily stored by said media player.

27. The media enhancement system recited in claim 13 including a plurality of said communicative links.

28. The media enhancement system recited in claim 27 wherein each of said communicative links is associated with a different time marker of said media selection, said activation assembly identifying a corresponding one of said

communicative links in response to said user input.

29. The media enhancement system recited in claim 13 wherein said enhancement registry further includes frame location data associated with a specific location on at least one frame of said media selection.

30. The media enhancement system recited in claim 29 wherein said user interface includes a location indicator structured to identify a location on at least a frame of said media selection, said user interface further structured to generate a location marker corresponding a position of said location indicator associated with a user input.

31. The media enhancement system recited in claim 30 wherein said activation assembly is structured to identify said communicative link in response to said location marker.

32. The media enhancement system recited in claim 30 wherein said activation assembly is structured to identify said communicative link in response to said location marker and said time marker, as defined by said time data and said frame location data of said enhancement registry.

33. The media enhancement system recited in claim 30 including a plurality of said communicative links.

34. The media enhancement system recited in claim 33 wherein said enhancement registry includes a different one of said communicative links in association with each of a plurality

1 of said location markers for a particular one of said time
2 markers.

3 35. The media enhancement system recited in claim 13 including
4 a plurality of said communicative links.

5 36. The media enhancement system recited in claim 13 wherein
6 said activation assembly is structured to store a plurality
7 of said communicative links for selective delivery of said
8 additional materials to said user.

9 37. The media enhancement system recited in claim 13 wherein
10 said additional materials are delivered to said user via
11 said media player.

12 38. The media enhancement system recited in claim 13 wherein
13 said activation assembly is independent from said media
14 player.

15 39. The media enhancement system recited in claim 38 wherein
16 said activation assembly includes a communicative link to
17 a remote network.

18 40. The media enhancement system recited in claim 13 wherein
19 said additional materials include informational material.

20 41. The media enhancement system recited in claim 13 wherein
21 said additional materials include e-commerce materials.

22 42. The media enhancement system recited in claim 41 wherein
23 said e-commerce materials are structured to facilitate a
24 remote purchase.